

ADAPTHAUS: Inspiring a Brighter Future

Illinois Solar Decathlon does much more than design and build net-zero homes, it inspires a brighter future by interacting with on-campus, local, and global communities. The many students who have contributed to the project excitedly share their experience using the many facets of modern marketing. ADAPTHAUS is setting an example on adaptable modularity and sustainable design, and proper public outreach ensures that its legacy is broad and long-lived.

Marketing Strategy: On Campus

Marketing outreach throughout the campus allows the team to impact and inspire the new generation of leaders. The University of Illinois at Urbana-Champaign enrolls over 44,000 students, and the on-campus marketing strategy aims to inspire them all to strive for a more sustainable future.

Member Recruitment

Recruitment is an essential aspect of the organization's outreach. Dedicated and qualified students from varying disciplines are needed from every department in the Grainger College of Engineering and many other disciplines across the University. Illinois Solar Decathlon

currently has 160 members, split between undergraduates and graduates, and more than 100 members have contributed to the ADAPTHAUS project since its conception.

Executive board members reach out to students on campus by making announcements in their classes, emailing their professors, hosting Zoom lectures, and reaching out to the Heads of Departments. This year, the team has increased awareness of the Solar Decathlon among UIUC freshmen engineers to invest in a young, passionate team to carry on future competitions. Shown below is a sample recruitment email for Illinois Solar Decathlon:

Figure 1. Recruitment Email

University Course

Hi,

My name is Max McWilliams, and I am the Marketing Director for Illinois Solar Decathlon, an organization on campus which designs and builds solar-powered homes for international competitions. Illinois Solar Decathlon is tailored towards engineers, architects, and designers interested in sustainability. If you have any interest in applying to join the team as we prepare for this summer's competition, please read the info below and apply online!

Maxwell McWilliams
Marketing and Communications Director | Illinois Solar Decathlon

Illinois Solar Decathlon is beginning recruitment for Fall 2020! All students are encouraged to apply. ISD will hold informational Zoom sessions for the next two weeks, and will participate in the "Virtual Quad Day". For more information, visit solardecathlon.illinois.edu and @illinoisolardecathlon on LinkedIn, Facebook and Instagram!

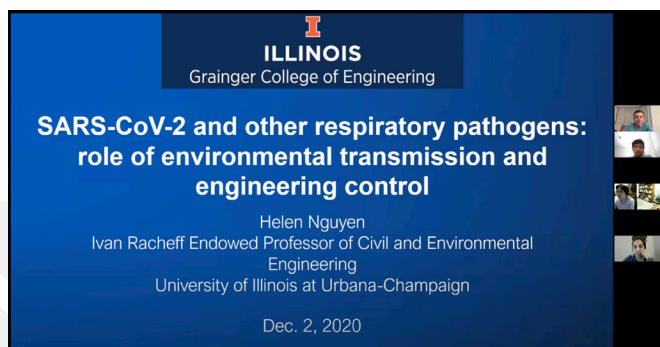
Illinois Solar Decathlon (ISD) is a RSO which competes in the Department of Energy's Solar Decathlon competition, an annual collegiate competition that challenges interdisciplinary teams of student architects, designers, and engineers from across the globe. ISD has three independent teams, namely the Design Team, Build Team and Concept Team! ISD participates in the *Build Challenge* to fully design and build a functional home completely powered by renewable energy, and fitted with a variety of modern sustainable technology and small-footprint design innovations. ISD also participates in the *Design Challenge*, which requires creative and diverse minds to come together and present their designs to a panel of industry expert jurors, compare their projects to those of other teams, learn from presentations by thought leaders and collegiate peers, and engage with a variety of organizations about energy careers. For beginners interested in sustainability, we have a Concept Team, where they will apply new skills to concept-driven design problems and present projects to Illinois Solar Decathlon team leaders and faculty advisors.

This year, the *Build Team* will be finishing its design phase and starting its construction phase as soon as possible to finish the sustainable home for the summer competition. The *Design Team* will begin a new project for the Design Challenge at NREL (Golden, CO) in 2021. The *Concept Team* will introduce members to ISD and work on sustainability projects for the University.

Illinois Solar Decathlon is recruiting students of all experience levels for each team. For more information, visit solardecathlon.illinois.edu and @illinoisolardecathlon on LinkedIn, Facebook and Instagram! Please reserve a spot in an info session with this [form](#) and apply to join ISD with this [link](#)!

Illinois Solar Decathlon has happily partnered with Professor Xinlei Wang to teach sustainable engineering design to students. In the course, students work as an interdisciplinary team to learn innovative architectural design; efficient HVAC systems; photovoltaic power generation; high-efficiency water systems; smart lighting, appliances, and home automation; and construction and financial planning. Students also work directly with industry partners and participate in Department of Energy green building training. The course includes multiple guest lectures from industry professionals, and a capstone research project. The Project Manager of the current Build project serves as the Teaching Assistant for the course, and coordinates with students to best compliment the Solar Decathlon project with the course material. This course has been running at UIUC for the last 5 semesters, with a total enrollment of 70+ students to date.

on “SARS-CoV-2 and other respiratory pathogens: role of environmental transmission and engineering control.”



Tradeoffs on a 'Pareto Surface'
Example : Automobile CO2 vs. Cost

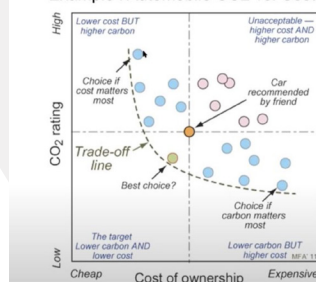


Figure 3 & 4. Guest Lecture: Dr John Abelson,
Guest Lecture: Professor Helen Nguyen

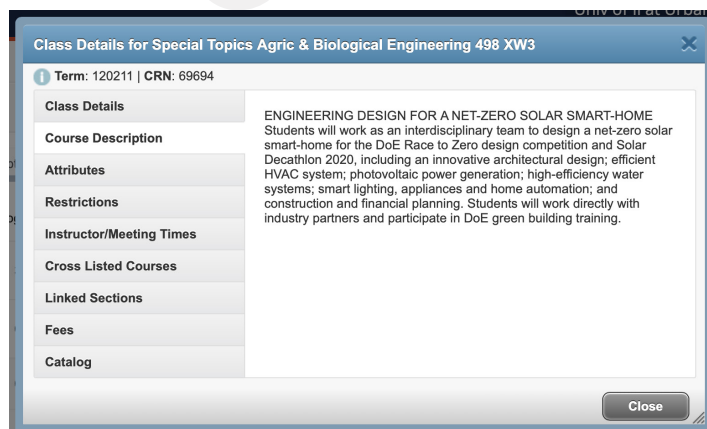


Figure 2. ABE 498 Registration Page

Team Uniforms

The members of Illinois Solar Decathlon proudly represent their team with Solar Decathlon merchandise. The uniform design aims to provide quick, recognizable images and slogans that embody ADAPTHAUS's ideals of flexibility, sustainability, and affordability.



Figure 5. Team Uniform

The following two images are snapshots from Dr. John Abelson's lecture titled “The Optimized Home — According to What Objectives? How engineering and financial trade-offs guide the design space”, and Professor Helen Nguyen's guest lecture

Community Impact

A great design is useless if it cannot impact its community, so Illinois Solar Decathlon displays the ADAPTHAUS project proudly to the citizens of Champaign-Urbana. The local marketing strategy aims to educate the local community about modular, adaptable living and sustainable home design, and also inspire the local community to invest in a brighter future themselves.



Figure 6. On-Site Poster

On-Site Marketing

The ADAPTHAUS modular home will live on the corner of Walnut St. and Bradley Ave. in Champaign, IL, where it can be a beacon of technological growth. A large banner will be displayed outside the house during the final stages of the project to proudly teach visitors local traffic about the fundamentals of sustainable design and the ideals of Illinois Solar Decathlon.

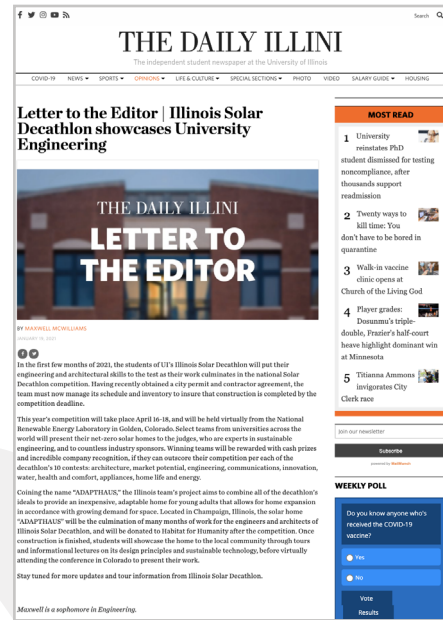


Figure 7. Daily Illini Article on Illinois Solar Decathlon

Local Press

The marketing team of Illinois Solar Decathlon works with the newspapers of Champaign-Urbana to increase awareness about the project. The [Daily Illini](#) and the Illini News Gazette have already published articles about the ADAPTHAUS net-zero home, and many more sponsors plan to publish case study articles in the local press once construction is complete.

Youth Build Local Community Collaboration

We will be sharing awareness about our project as well as work with them for on-site work. YouthBuild is a U.S. Department of Labor-funded non-residential, community-based alternative education program that provides job training and educational opportunities for at-risk youth ages 16-24. Youth in our program will learn construction

skills while constructing or rehabilitating affordable housing for low-income or homeless families in their neighborhoods.

Illinois Solar Decathlon will be collaborating with this program in several ways, including the team holding informational sessions for the Youth Build students to expose them to the unique approach to sustainability and green building, their students visiting the site, and volunteering their time construction skills, etc.

Working with local youth is important because these students will be going out into the workforce in construction related jobs. Having this collaboration opportunity could ignite an interest in green building and give them the experience to be the leaders in the field of sustainability.

Our mission statements and values are highly related, both seeking to give back to the community. Increasing the interaction of ISD with the community and leading future collaboration efforts, will create an environment where the university and the community can mutually support one another.

Global Impact

Global outreach is perhaps the most important facet of modern marketing, because a project can impact a massive audience and leave a lasting legacy. The Illinois Solar Decathlon marketing team regularly shares project news, member and sponsor recognition, and interesting Solar Decathlon content on social media outlets including Instagram, Facebook, LinkedIn, Youtube, and on the team website. The team also connects with people interested

in sustainability by hosting Zoom lectures that explain the ADAPTHAUS modular design.

Social Media

The marketing team uses a Later subscription to schedule Instagram and Facebook posts far in advance, which consist of: construction and competition updates, upcoming meetings, lectures, and events, sponsor recognition posts, and member recognition posts. The two images below are taken from the Illinois Solar Decathlon Instagram is shown below, along with some sample graphics from the Highlight Reel.

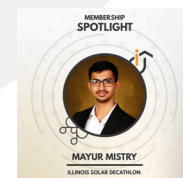
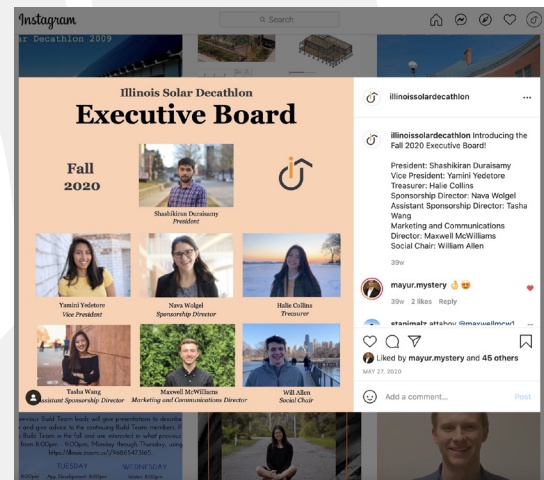


Figure 8 & 9. ISD Instagram Post, ISD Member Promotion

Youtube Channel

Curious visitors can learn about Illinois Solar Decathlon projects dating back to 2009, including the popular Re_Home video tour, by browsing through the team [Youtube Channel](#). The channel also boasts the ADAPTHAUS net-zero design components through educational lectures, and includes snippets from past guest lectures.

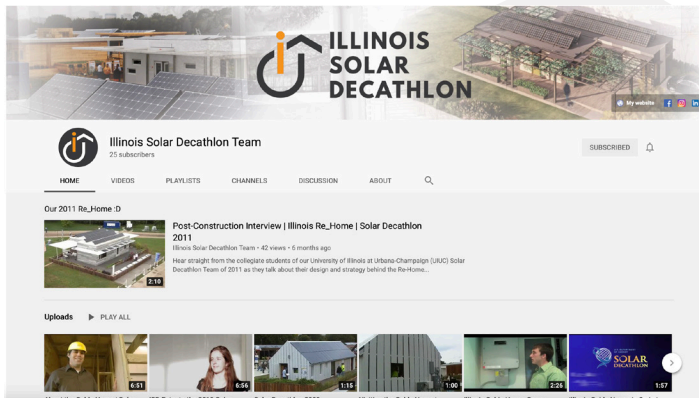


Figure 10. Youtube Homepage

Website

The Illinois Solar Decathlon team website is continually updated with team member information and new sponsors, and contains archived images and articles from past Solar Decathlon competitions. The website aims to promote members and sponsors while also educating the general public about sustainable energy and the ADAPTHAUS modular home.



Lectures

A cherished time for Illinois Solar Decathlon is “Design Week”, where subteam leads can share their work over the past year. Throughout the week, team leaders host Zoom lectures to explain the design, technologies, philosophy, and logistics behind a successful solar-powered home. Students, professors, and the global community are invited to join!



Figure 11. ISD Promotion

Responding to COVID-19

The Solar Decathlon usually exposes teams directly to thousands of people in-person, including other teams and top industry sponsors. Due to COVID-19 and the competition being held virtually, the marketing team must adapt to still reach a large audience in a meaningful way. The team exclusively uses virtual communication and hosts no in-person meetings in order to limit the spread of the pandemic, so members are encouraged to use the following background when representing the team on Zoom.



Figure 12.
ISD Zoom
Background

Sponsors: Outreach and Support

Joint Marketing

The ADAPTHAUS home is supported by many sponsors who are leaders in their industry and can offer broad marketing outreach to interested professional audiences. The marketing team regularly hosts Zoom meetings to explain the progress of the project with sponsors and share images and testimony of their products. In return, the marketing department of many sponsors are willing to publish case studies about the ADAPTHAUS net-zero home or post about Illinois Solar Decathlon on their social media. The following is a template for joint marketing with sponsors.



Partner Marketing Template
ILLINOIS SOLAR DECATHLON

Information about ISD:
Illinois Solar Decathlon is a student organization of engineers and architects at the University of Illinois at Urbana-Champaign which designs and builds solar homes for the Department of Energy's Solar Decathlon competition. Illinois Solar Decathlon allows architects and engineers of all disciplines to collaborate on the common goal of a sustainable future.

Information about the project:
Coining the name ADAPTHAUS, the Illinois team's project aims to provide an inexpensive home for young adults that allows for adaptable home expansion. ADAPTHAUS uses a sleek design, adaptable home appliances, and an array of solar panels to be net-zero energy efficient. Once construction is finished, students will showcase the home to the local community through tours and informational lectures on its design principles and sustainable technology, before virtually attending the conference in Colorado to present their work. Select teams from universities across the world will present their net-zero solar homes to the judges, who are experts in sustainable engineering, and to countless industry sponsors. Winning teams will be rewarded with cash prizes and incredible company recognition, if they can outscore their competition per each of the decathlon's 10 contests: architecture, market potential, engineering, communications, innovation, water, health and comfort, appliances, home life and energy. ADAPTHAUS will be donated to Habitat for Humanity in Champaign, IL after the competition.

Website: www.solardecathlon.illinois.edu
Instagram: @illinoisolardecathlon
Facebook: "Illinois Solar Decathlon"
LinkedIn: "Illinois Solar Decathlon"
Email: uiucsolardecathlon@gmail.com

Figure 13. Partner Marketing Template

Recognition Posts

The Illinois Solar Decathlon team has enjoyed learning from and working with its sponsors, and wishes to promote a healthy relationship for years to come. To recognize the support of ADAPTHAUS sponsors, social media is used to post thank-you graphics and accompanying text.

"Illinois Solar Decathlon is supported by Momenive Performance, one of the leading producers of adhesives, sealants, coatings, ceramics, and silicones. Their donation of liquid applied membrane and flashing ensures that ADAPTHAUS is protected from the elements. In their 75 year legacy, they have contributed to many important innovations, from soles of the boots that first walked on the moon to tires that tightly hug the roads on Earth. Thank you Momenive Performance, for providing solutions that work."

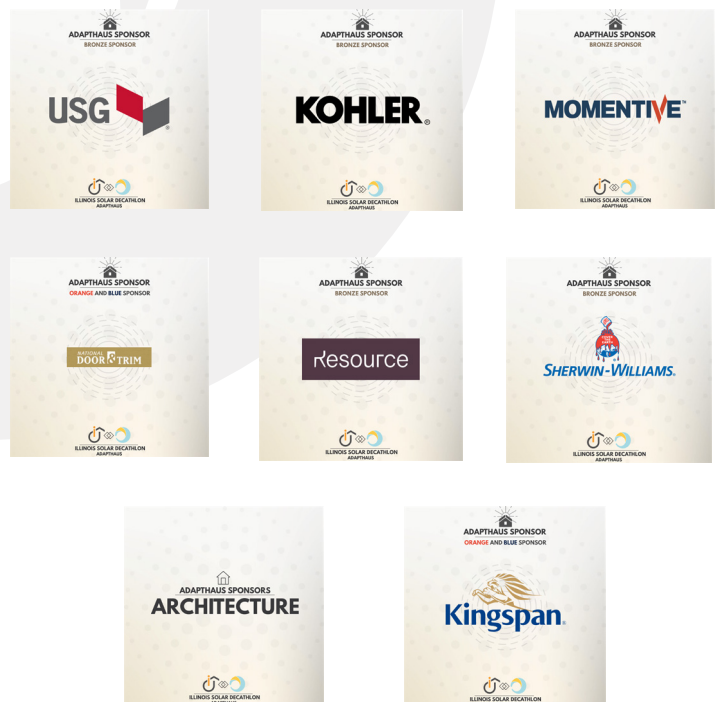


Figure 14. Sponsors Recognition

Internal Communication

The internal communication facets of Illinois Solar Decathlon ensure that each member is represented, active, and is educated about each component of the organization. A weekly newsletter details the upcoming meetings and action items, and also shares sustainability living tips and general Solar Decathlon related news to over 150 members. The team also makes regular use of a Slack channel and shared calendars to coordinate a productive schedule.

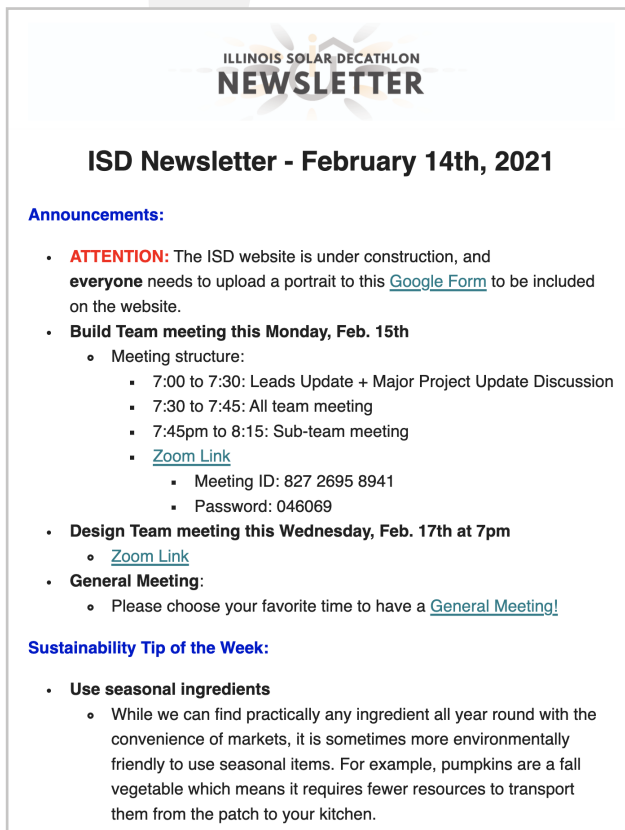


Figure 15. ISD Newsletter

Career Growth

One of the most important and rewarding opportunities that a university organization provides is social networking and career growth. Illinois Solar Decathlon maintains a strong connection to past alumni through social events, open-house general meetings, and a Facebook group dedicated to alumni. The students of Illinois Solar Decathlon also upload their resumes to a unified "Resume Book" that is shared through industry connections and the website. Being a large group of kind, like-minded, and professionally driven students, the Illinois Solar Decathlon career networking strategy prepares members for continued support and success after graduation.

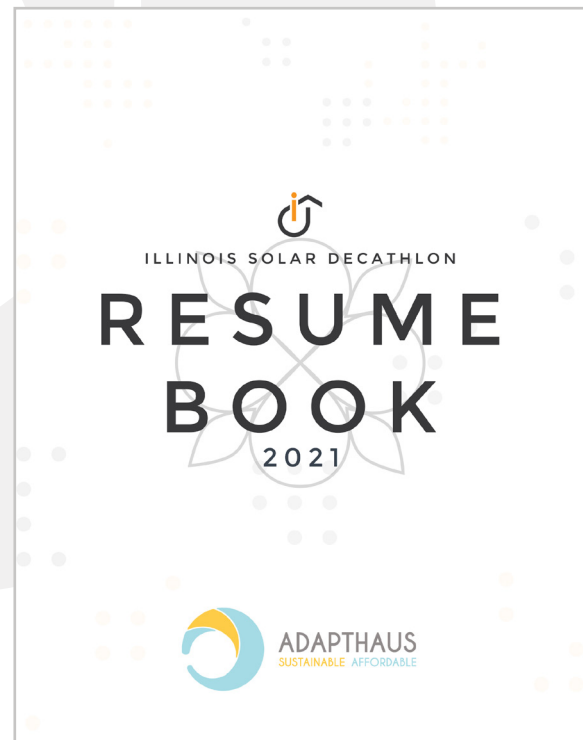


Figure 16. ISD Resume Book

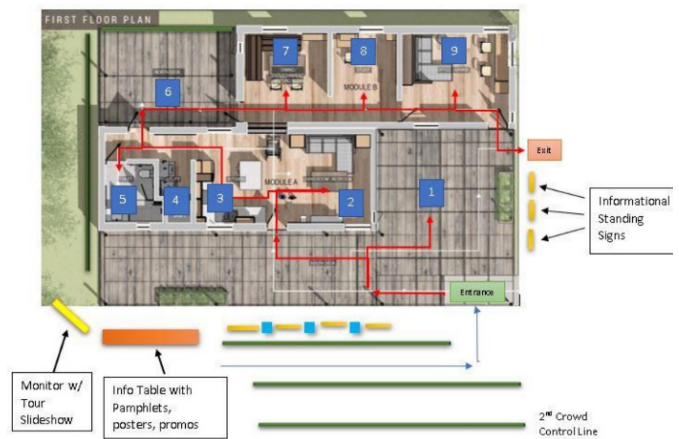
Public Exhibit Strategy

Tour Layout

The primary setup of the house is shown in the figure below. An outdoor monitor will be placed next to the info table and it will show a slideshow of the different sustainable aspects of the home. The tour starts at the bottom right of the figure and will go through nine stopping points along a path depicted in red.

The stopping points are as follows:

1. Outdoor canopy, lighting, flora and aesthetics
2. Living room
3. Kitchen and Home software
4. Laundry, HVAC and utilities
5. Bathroom
6. North deck
7. Dining room
8. Study room
9. Office/Bedroom



Key

Red Arrows	Path of In-House Tour
Yellow Blocks	Standing Signs, refer to the figure on the purpose of the signs
Light Blue Blocks	Displays of small Sponsored Products
Numbered Blue Blocks	Stopping points for the tour in the order numbered. Each point is a time for the tour guide to provide key information about the particular location of the house.
Orange Block	Information table with informational materials which may include, pamphlets, sponsored products data sheets, contact info of team members etc. A Greeter will be next to the desk in order to answer questions.
Green Line	Crowd Control Line
Blue arrow	Direction of line of people waiting for the tour.

Volunteer Staff

Role	Qt	Description
Tour Guide	1	Conducts tour of the inside of the house
Greeters	1-2	First point of contact for the guest who will answer questions.
Indoor Sanitation	1	Sanitize all commonly touched surfaces in and around the house after every tour and before the next.
Other Staff		Walk around to ensure everything is in order, answer any guest questions, provide any form of assistance to the other staff and will periodically sanitize commonly touched outdoor surfaces (including outside the parameter of the house).

COVID 19 Precautionary Measures

The following measures will be taken to minimize the risk of the spread of COVID-19

1. Volunteer staff members will be assigned specific sanitation duties. This includes exactly 1 indoor sanitation staff and at least 1 outdoor sanitation staff.
2. Stickers separated 6ft apart, on the floor will be placed along the line to the tour.
 - a. If the line becomes too long, a second crowd control line will be in place.
3. The TV screen will be placed diagonally in order to allow for a larger viewing radius, reducing the crowd on the front of the information table.
4. Hand sanitizers will be placed on the information table and multiple other key locations within and outside of the house.
5. A maximum of 3 guests, 1 tour guide and a sanitation staff may enter the house at a time. The sanitation staff remains more than 6ft away from the main touring group.
6. The exit of the tour is separate and sufficiently far from the entrance of the tour. Except for the elderly or physically disabled.

ADA compliance

For physically disabled and elderly guests, a portable ramp will be placed on the exit. However, if this cannot be acquired, a sign will be placed on the ramp at the entrance, asking guest to keep the pathway on the ramp open so that the elderly and physically disabled can exit at this path.